

FIG.1

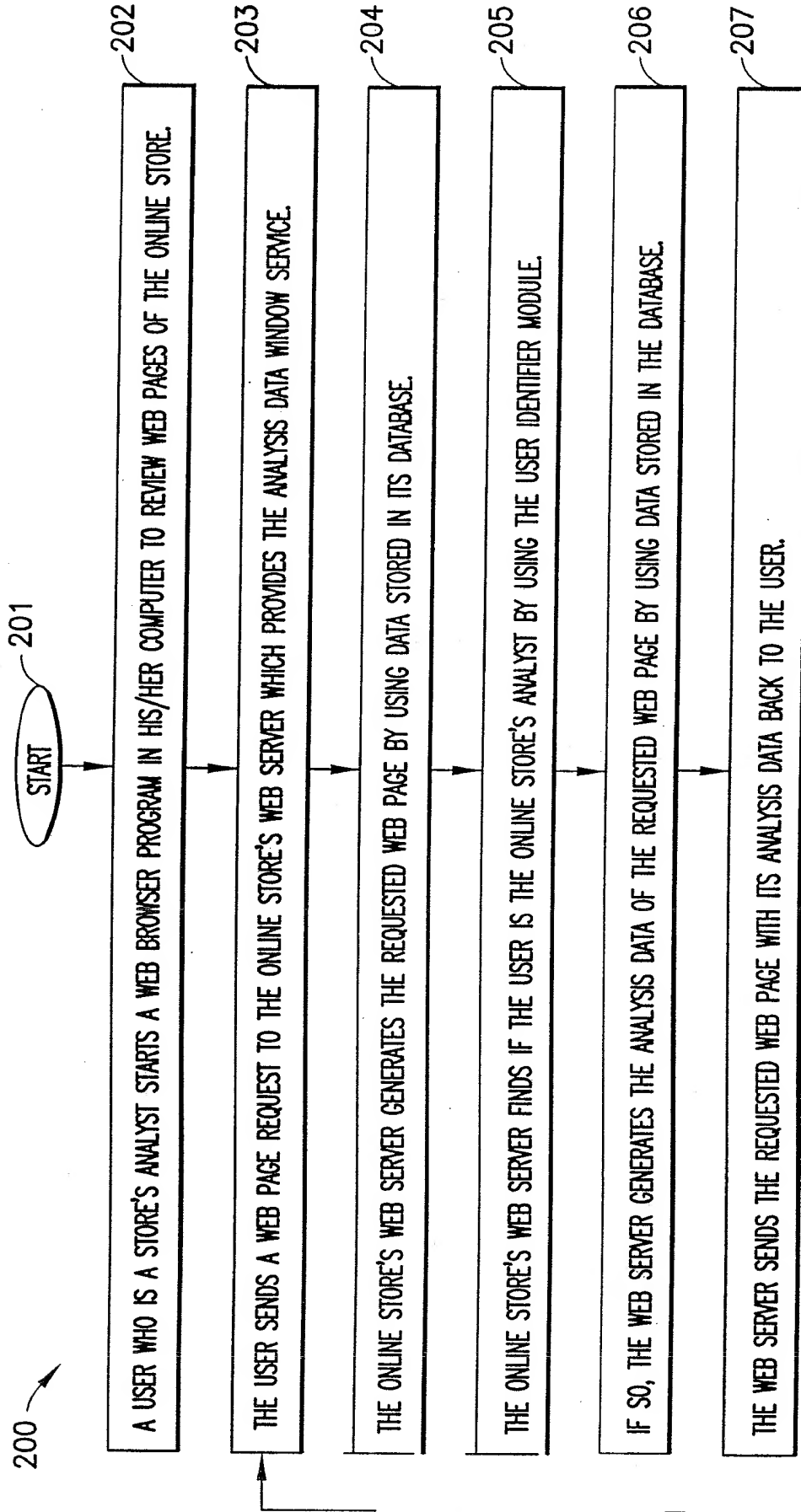


FIG. 2-1
FIG. 2-2

FIG. 2-1

FIG. 2

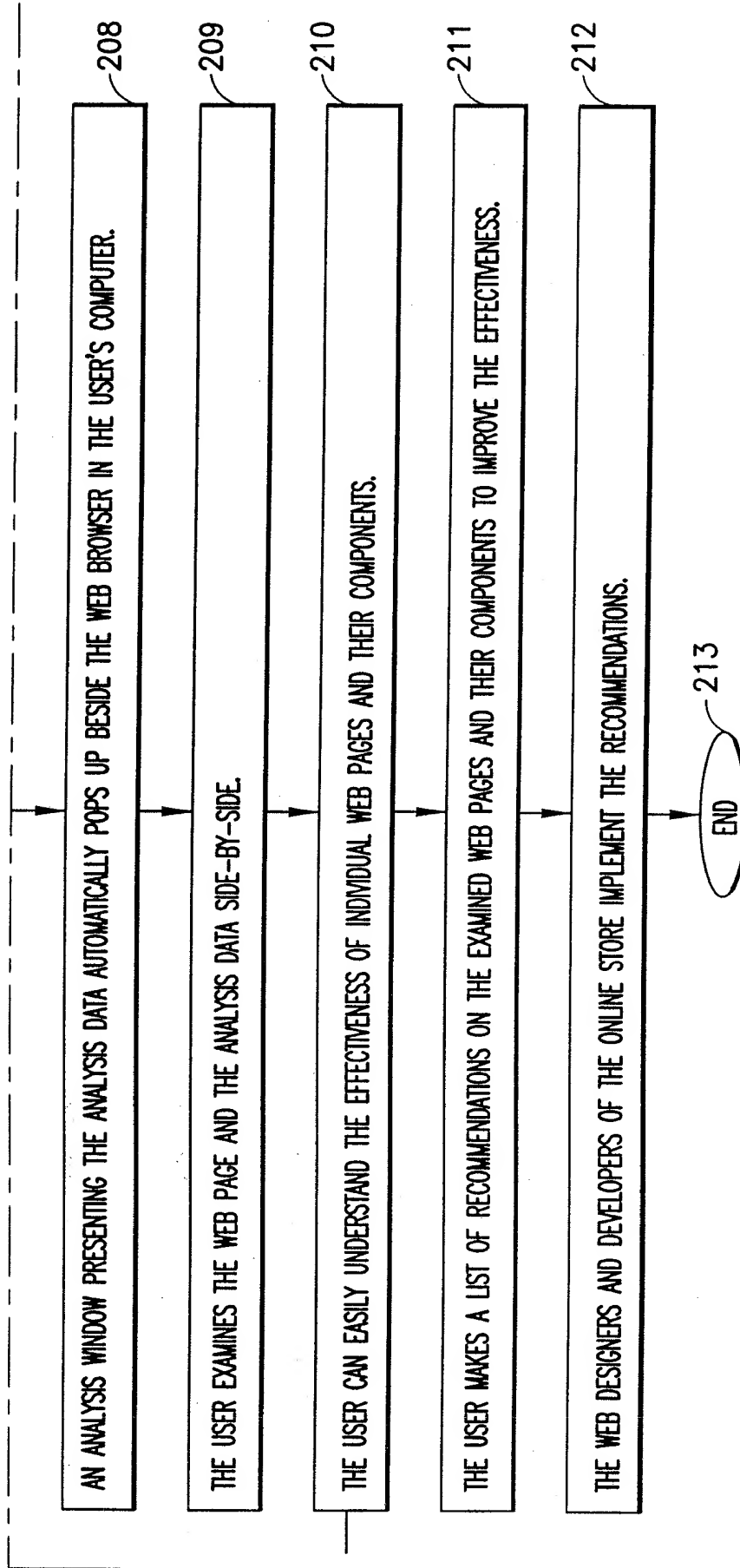


FIG. 2-2

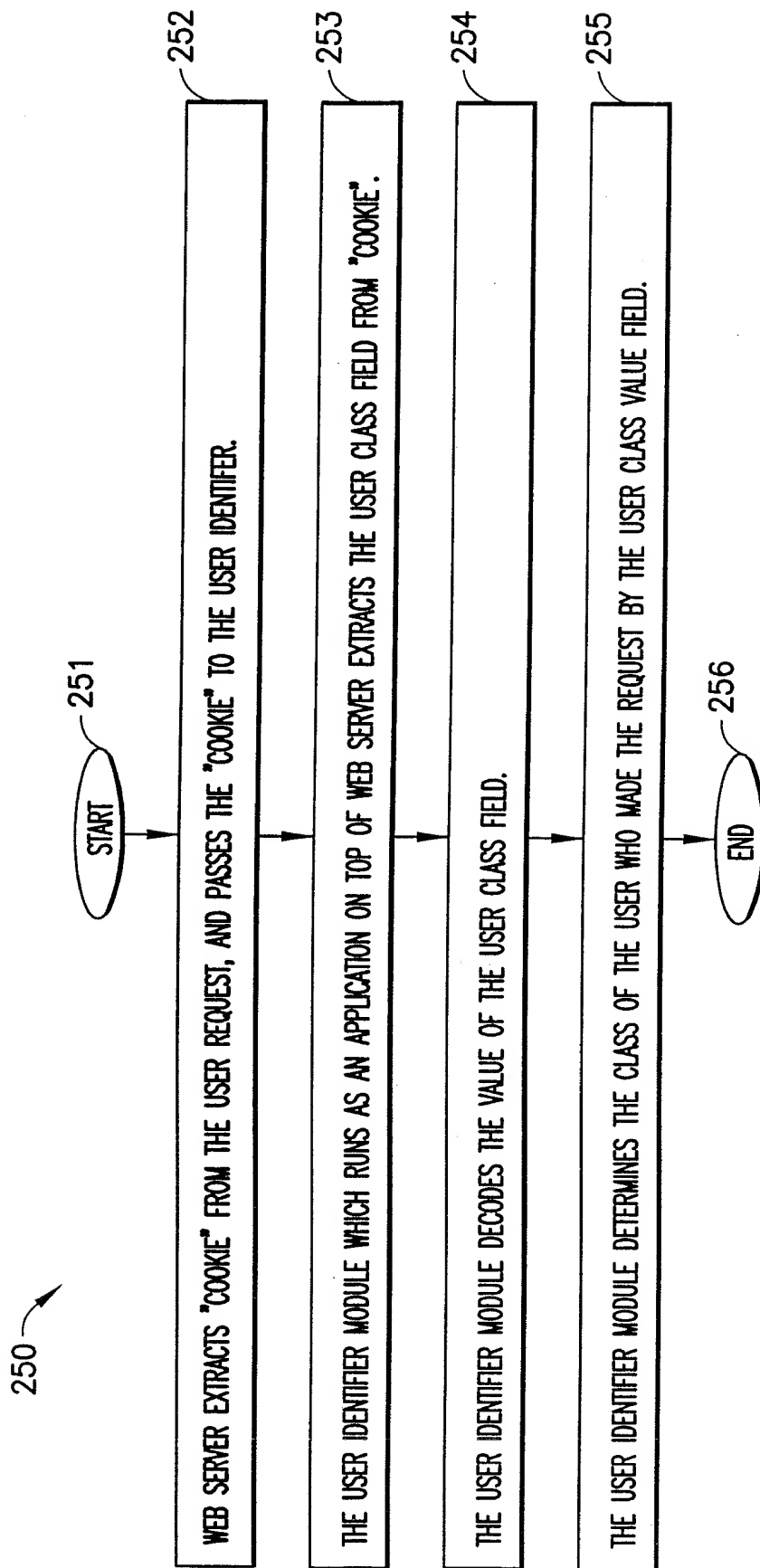
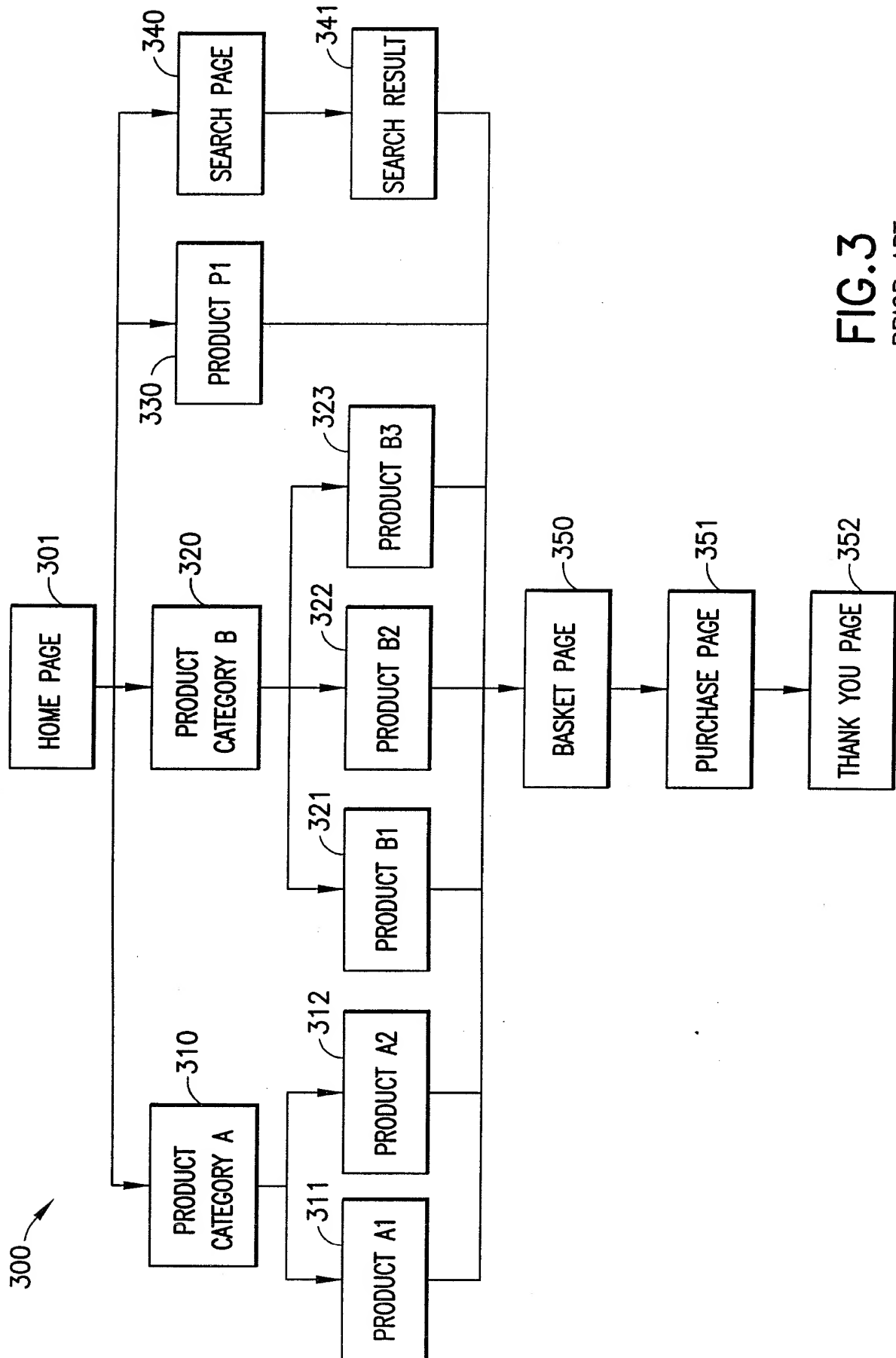
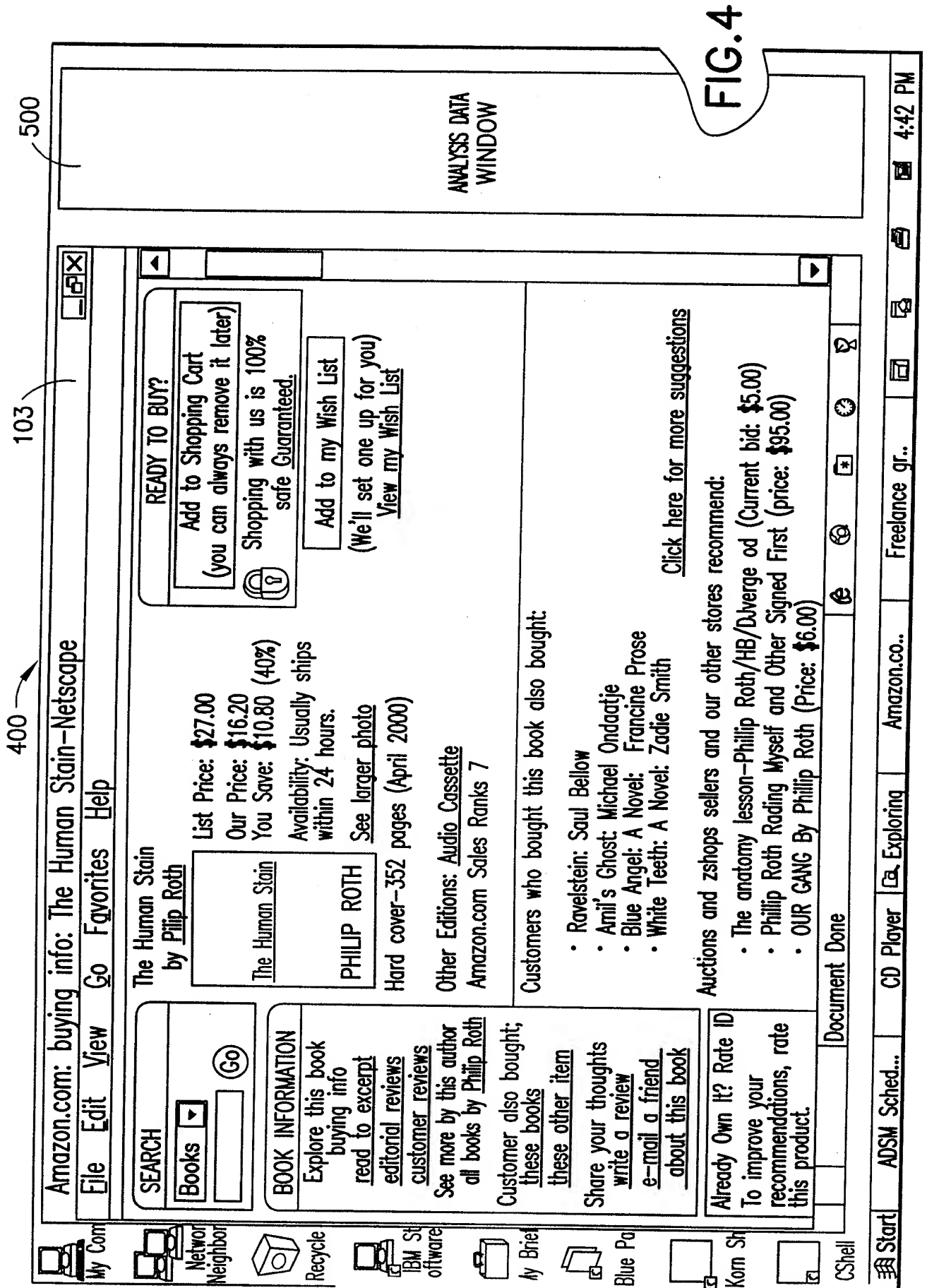


FIG. 2A



**FIG. 3**  
PRIOR ART



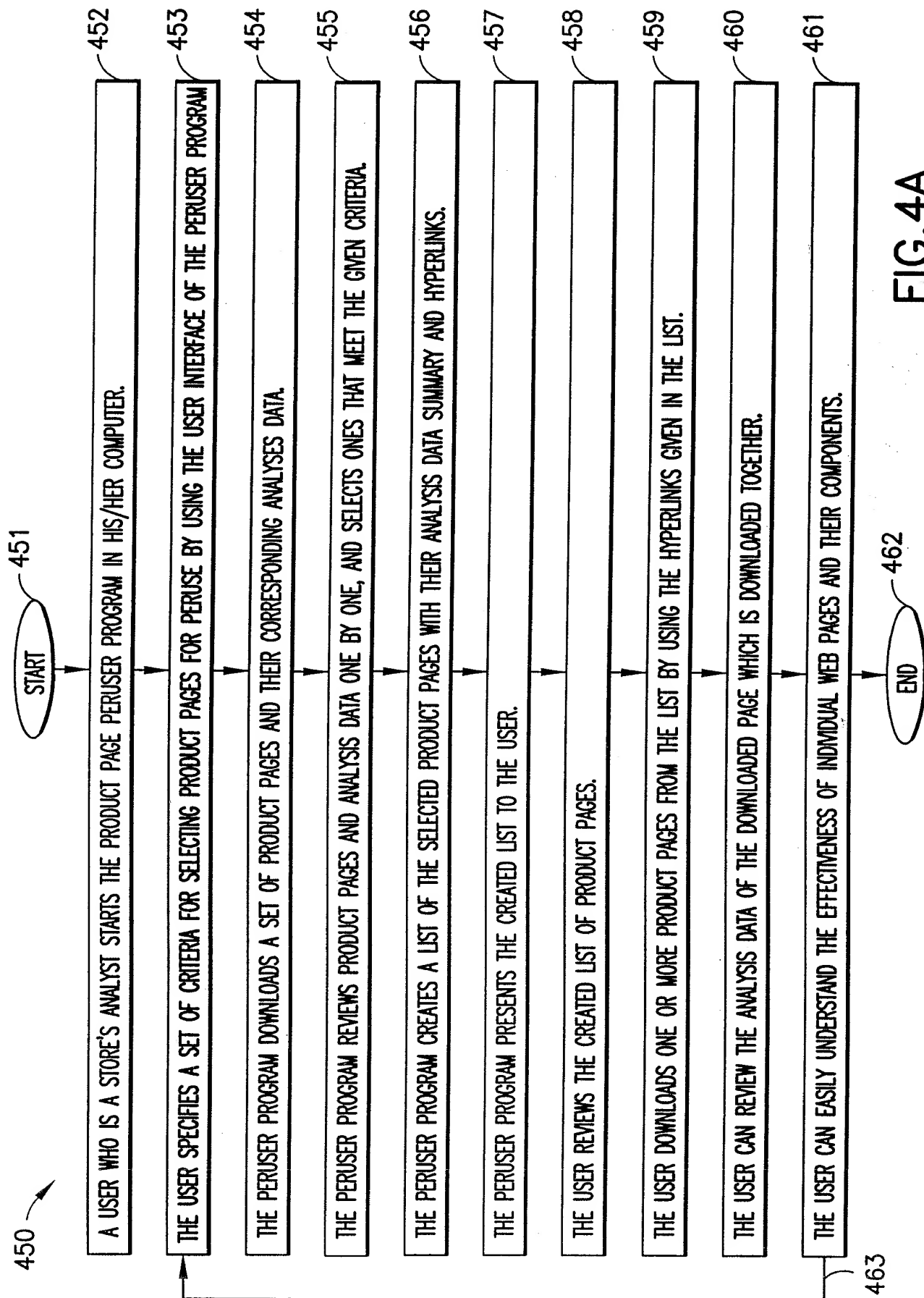


FIG. 4A

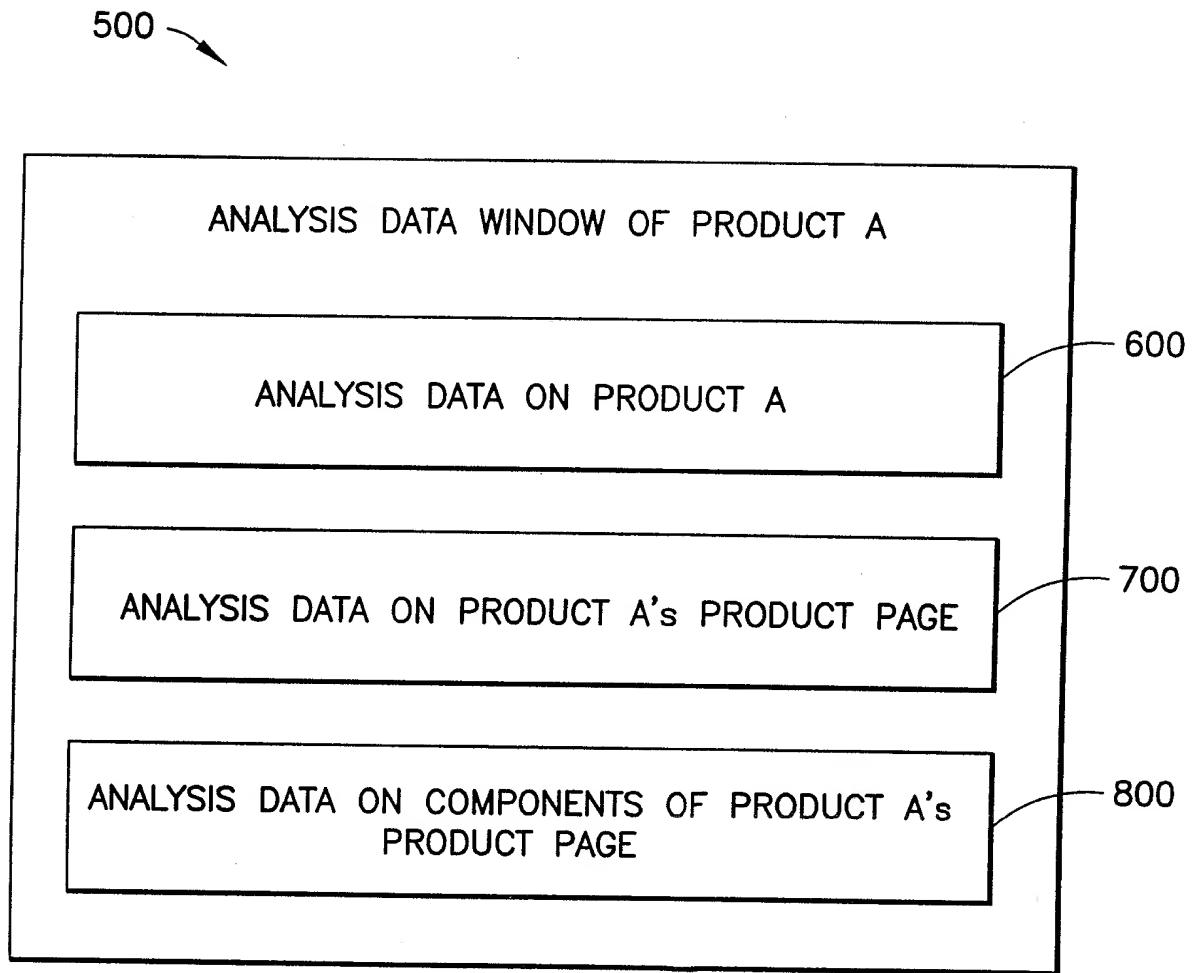


FIG.5



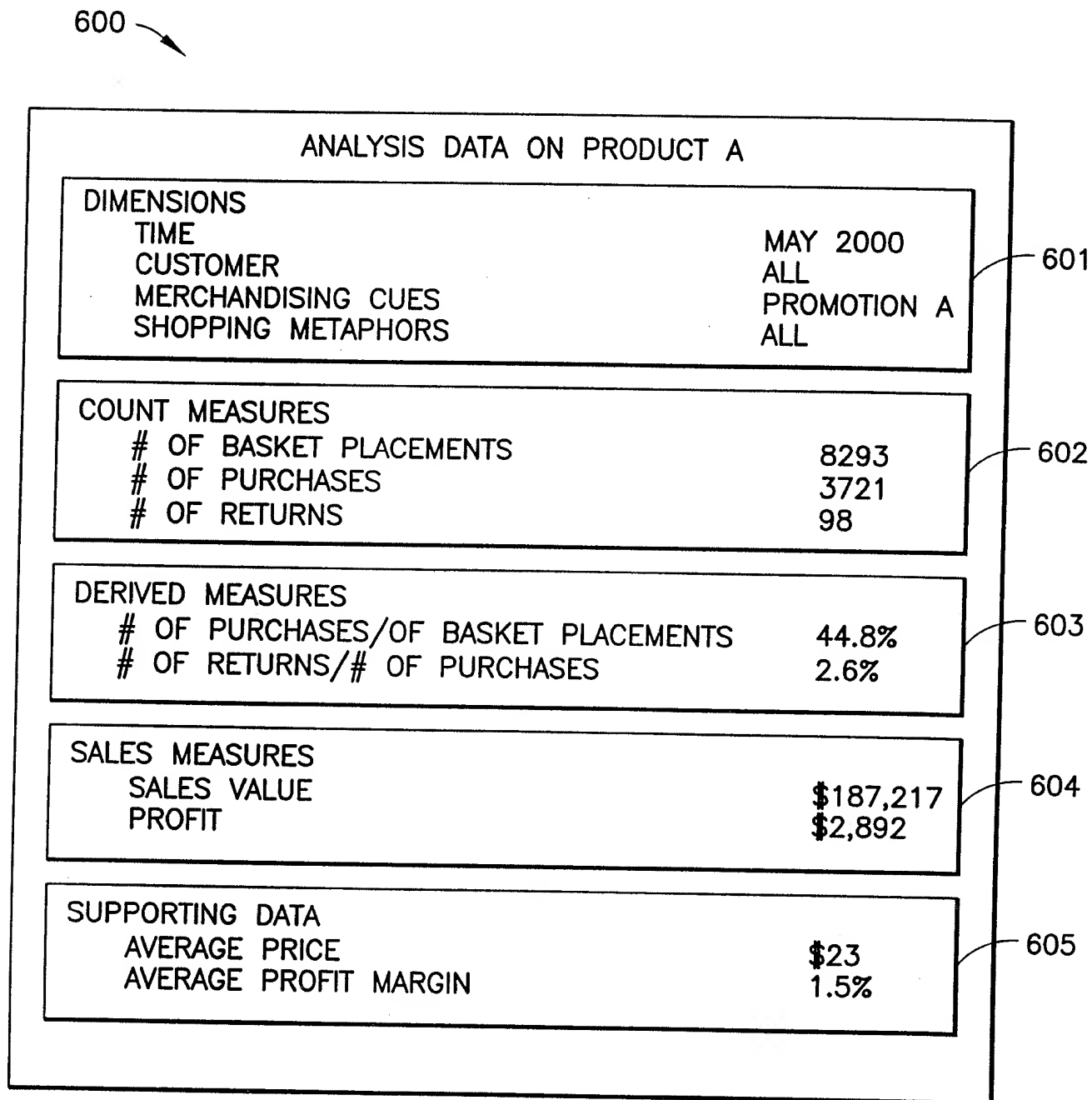


FIG.6

700

ANALYSIS DATA ON PRODUCT A's PRODUCT PAGE		
DIMENSIONS		
TIME		MAY 2000
CUSTOMER		ALL
MERCHANDISING CUES		PROMOTION A
SHOPPING METAPHORS		ALL
COUNT MEASURES		
# OF IMPRESSIONS		942,639
# OF CLICKTHROUGHS		163,327
DERIVED MEASURES		
# OF CLICKTHROUGHS/# OF IMPRESSIONS		17%
# OF BASKET PLACEMENTS/# OF CLICKTHROUGHS		5%
# OF PURCHASES/# OF BASKET PLACEMENTS		44.8%
# OF PURCHASES/# OF IMPRESSIONS		0.4%
# OF PURCHASES/# OF CLICKTHROUGHS		2.3%
SALES MEASURES		
SALES VALUE		\$187,217
PROFIT		\$2,892
SUPPORTING DATA		
AVERAGE PRICE		\$23
AVERAGE PROFIT MARGIN		1.5%

FIG. 7

800 →

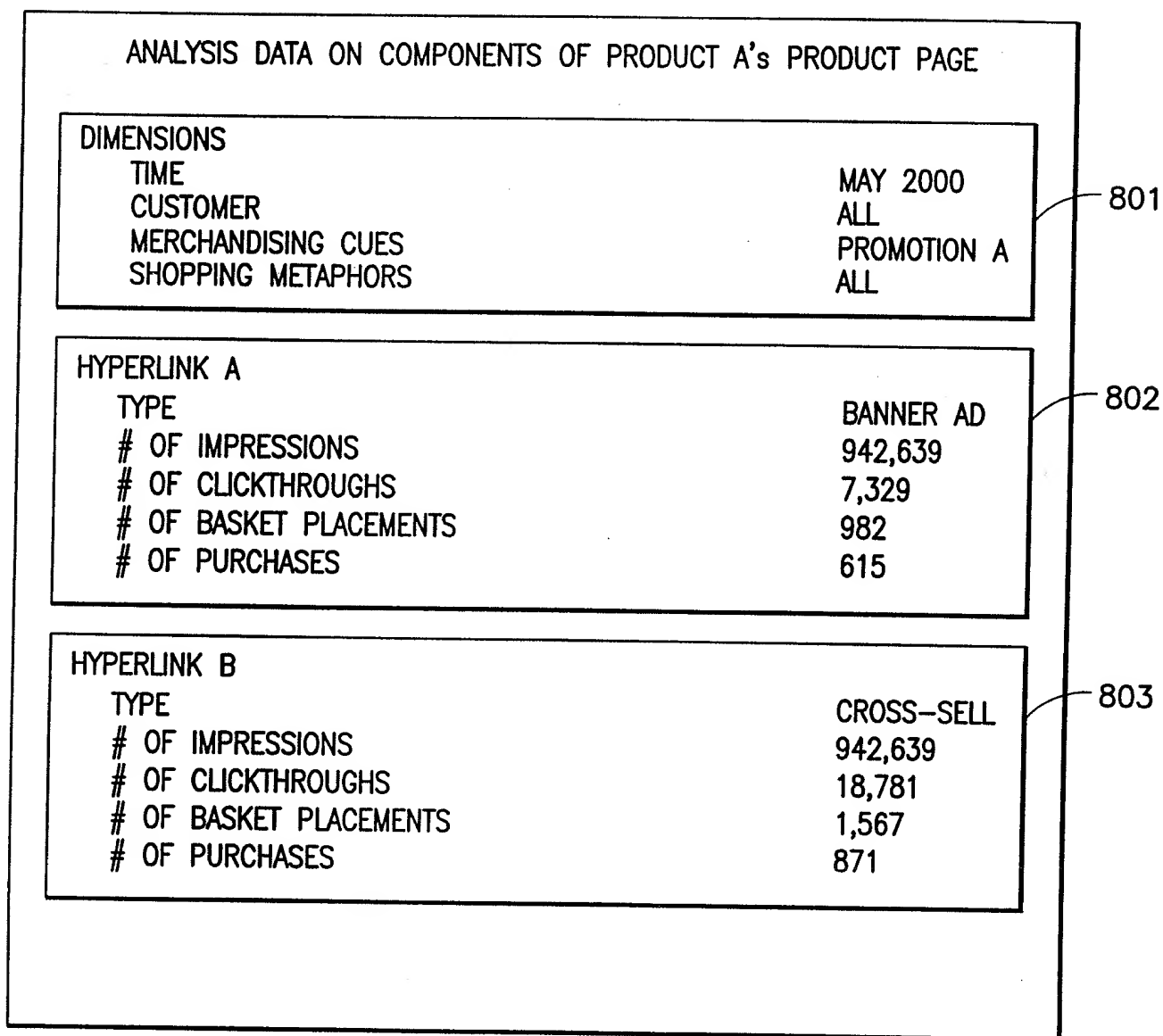


FIG.8

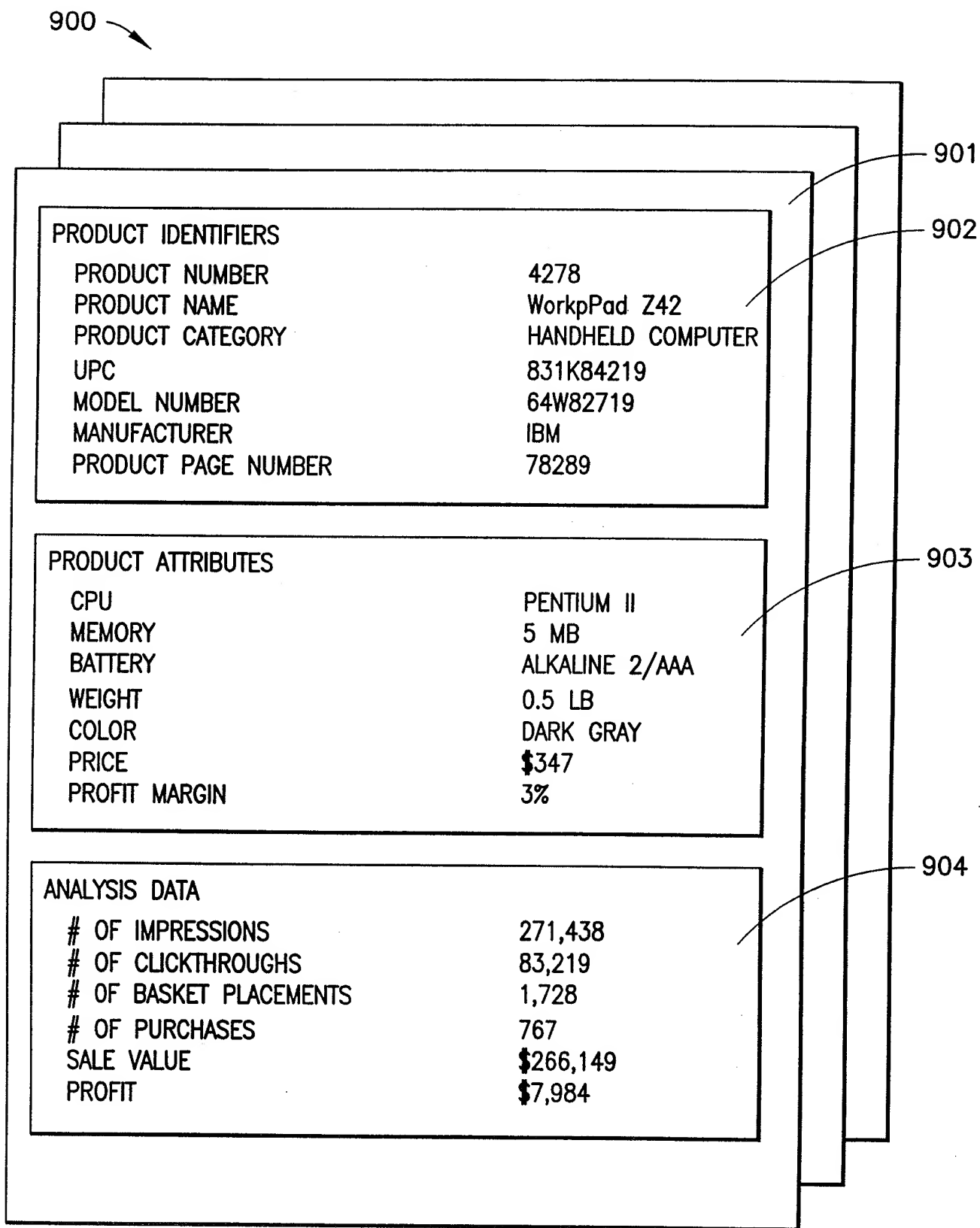


FIG.9

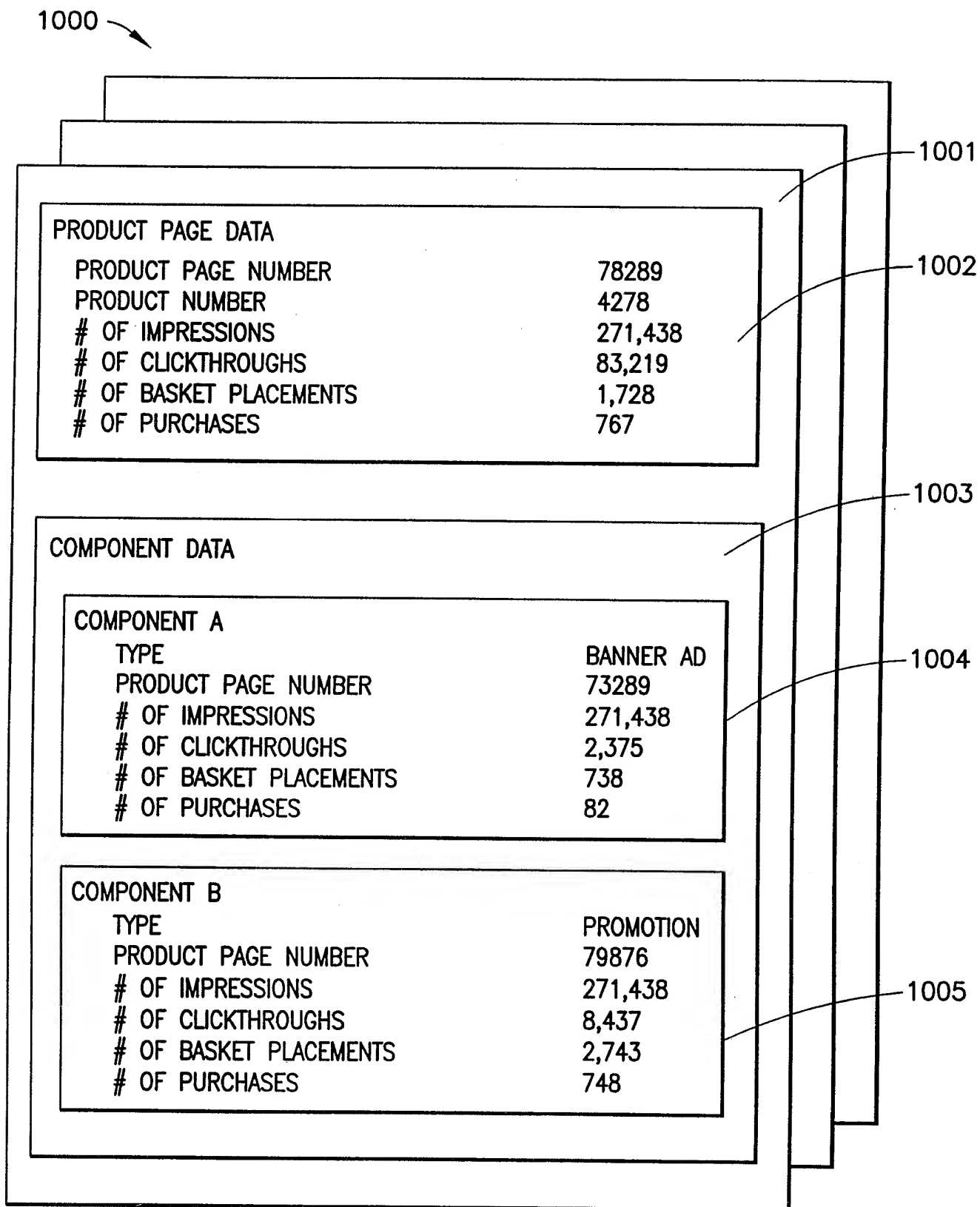


FIG.10